



A Study On Customer Perception Towards The Selected Marketing Strategy Of Flipkart With Special Reference To Madurai District

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ABSTRACT

This study explores customer perception of Flipkart's selective marketing strategies in the Madurai district of Tamil Nadu, focusing on the Big Billion Days sales event and the Flipkart Plus loyalty program. With the rapid expansion of e-commerce in India, Flipkart has leveraged targeted marketing to enhance engagement in tier-2 cities. Using a descriptive research design, data was collected through surveys and structured questionnaires from Flipkart users in Madurai. The findings reveal that younger, educated, and middle-income consumers form the core customer base, with social media playing a crucial role in marketing awareness. Regression analysis indicates that the impact of Flipkart's strategies significantly influences customer loyalty, while ANOVA tests show variations in product preferences based on income levels. However, preferences for discounts and Flipkart Plus benefits remain largely consistent across income groups. These insights highlight the need for Flipkart to refine its localized marketing strategies by targeting diverse consumer segments, optimizing promotional campaigns, and enhancing the value of its loyalty programs. The study provides actionable recommendations to improve customer engagement and satisfaction, ensuring Flipkart's sustained growth in emerging markets like Madurai.

Key Words: Flipkart, Selective Marketing, Big Billion Days, Flipkart Plus, Customer Perception, E-commerce, Madurai, Consumer Behavior, Customer Loyalty, Marketing Strategies, Digital Marketing, Promotional Campaigns, Customer Engagement.

INTRODUCTION

This study examines customer perception of Flipkart's selective marketing strategy in Madurai, Tamil Nadu, a culturally rich market with distinct shopping behaviors. Flipkart employs localized advertising, customized promotions, and region-specific product offerings to enhance engagement and brand loyalty. By analyzing customer awareness and responses to these strategies, the research aims to assess their effectiveness in influencing shopping decisions. The findings will offer insights into consumer behavior in emerging markets, helping Flipkart and other e-commerce companies refine their marketing approaches for better customer satisfaction and market expansion. Additionally, the study explores how demographic factors such as age, income, and education impact customer preferences. Understanding these variations will help optimize Flipkart's marketing efforts to cater to diverse consumer needs. Ultimately, this research aims to bridge the gap between customer expectations and company offerings, ensuring sustainable growth in the competitive e-commerce landscape.

STATEMENT OF PROBLEM

This study will examine how customers in Madurai perceive Flipkart's selective marketing strategies, including the Big Billion Days sales and Flipkart Plus loyalty program. The goal is to assess if these initiatives resonate with local customers, meet their needs, and influence satisfaction and loyalty. The research will help Flipkart optimize its marketing efforts in Madurai by understanding the effectiveness of these targeted strategies.

OBJECTIVE OF THE STUDY

1. To assess awareness of Flipkart's localized marketing, including Big Billion Days and Flipkart Plus, in Madurai.
2. To evaluate the impact of these strategies on customer satisfaction and loyalty.
3. To identify customer preferences for products, discounts, and Flipkart Plus benefits in Madurai.

IMPORTANCE OF THE STUDY

This study examines customer perceptions of Flipkart's Big Billion Days and Flipkart Plus in Madurai, highlighting how these marketing strategies resonate in tier-2 cities. It assesses the effectiveness of localized marketing in engaging consumers and meeting regional needs. The findings will help Flipkart refine its strategies to enhance customer satisfaction and loyalty while providing valuable insights for e-commerce companies to optimize marketing in smaller cities. Additionally, the study contributes to e-commerce and marketing research, benefiting both industry practitioners and academics.

REVIEW OF LITERATURE

1. **Sanketh S (2024)** – Explores e-commerce adoption in rural areas, focusing on Dakshina Kannada. Highlights challenges like limited internet access, trust issues, and payment preferences, emphasizing the need for mobile-friendly platforms and stronger security measures.

2. **V. Shailashree (2023)** – Reviews factors influencing online shopping behavior among youth. Identifies internal (personal preference) and external (influencer recommendations) motivators, highlighting convenience, affordability, and accessibility as key drivers.
3. **M.A. Sanjeev (2023)** – Analyzes rural online purchase intentions using logistic regression. Finds that service quality, enjoyment, and trust are key factors influencing rural e-commerce adoption, emphasizing the growing potential of rural markets.
4. **Prashik Mahendrakumar Gondane (2023)** – Reviews existing literature on consumer behavior in online shopping, identifying trends and gaps to help e-marketers refine strategies for improved engagement and sales.

RESEARCH GAP

There is limited research on how Flipkart's selective marketing strategies, such as the Big Billion Days, are perceived in tier-2 cities like Madurai, where socio-cultural factors may influence customer responses differently than in metros. Additionally, the impact of Flipkart Plus on customer loyalty in smaller districts remains unexplored, considering factors like regional offers, delivery convenience, and product availability.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze customer perceptions of Flipkart's selective marketing strategies in Madurai, focusing on Big Billion Days, Flipkart Plus, and premium services. Primary data will be collected via structured surveys (Google Forms, social media, and in-person) with close-ended and Likert scale questions, supplemented by semi-structured interviews for deeper insights. The study employs convenience sampling to efficiently gather data from Flipkart users in Madurai's urban and semi-urban areas. The sample unit consists of Madurai residents who have made at least one Flipkart purchase in the past six months and interacted with its marketing initiatives. A sample size of 200 respondents ensures a diverse representation of customer perceptions, facilitating an in-depth analysis of engagement and satisfaction with Flipkart's marketing strategies.

ANALYSIS

OBJECTIVE 1: To assess awareness levels of Flipkart's localized marketing efforts, including Big Billion Days promotions and Flipkart Plus benefits, in the Madurai district

Null Hypothesis (H₀): There is no significant relationship between awareness of Big Billion Days promotions and awareness of Flipkart Plus benefits in the Madurai district.

Alternative Hypothesis (H₁): There is a significant relationship between awareness of Big Billion Days promotions and awareness of Flipkart Plus benefits in the Madurai district.

INTERPRETATION

The Chi-Square test ($\chi^2 = 43.772$, $p = .000$) confirms a significant relationship between awareness of Big Billion Days and Flipkart Plus, highlighting the varied impact of Flipkart's localized marketing in Madurai. Social media was the most influential channel, with 84 respondents learning about Big Billion Days and 53 discovering Flipkart Plus through it. Word-of-mouth and in-app notifications also played key roles, with 56 respondents learning about Flipkart Plus via in-app alerts. While awareness levels differed across sources, no clear trend was observed ($p = .231$). Overall, Flipkart's digital marketing efforts were highly effective in boosting awareness in the region.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.772 ^a	9	.000
Likelihood Ratio	42.425	9	.000
Linear-by-Linear Association	1.437	1	.231
N of Valid Cases	174		

OBJECTIVE 2: To evaluate the impact of Flipkart's selective marketing strategies, including Big Billion Days offers and Flipkart Plus, on customer satisfaction and loyalty in Madurai.

Null Hypothesis (H₀): None of the predictors (familiarities, impacts, and features of Flipkart Plus during Big Billion Days) significantly influence loyalty.

Alternative Hypothesis (H₁): At least one of the predictors (familiarities, impacts, or features of Flipkart Plus during Big Billion Days) significantly influences loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.455	.445	2.72342

a. Predictors: (Constant), which feature of flipkart plus do you find most valuable during big billion days, familiarities, impacts

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.043	.907		3.356	.001
	familiarities	.016	.047	.020	.345	.730
	impacts	.893	.077	.678	11.667	.000
	which feature of flipkart plus do you find most valuable during big billion days	.034	.156	.013	.219	.827

a. Dependent Variable: loyalty

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1050.741	3	350.247	47.222	.000 ^b
	Residual	1260.891	170	7.417		
	Total	2311.632	173			

a. Dependent Variable: loyalty

b. Predictors: (Constant), which feature of flipkart plus do you find most valuable during big billion days, familiarities, impacts

INTERPRETATION

The regression analysis ($R^2 = 0.455$) shows that Flipkart's selective marketing strategies significantly impact customer loyalty in Madurai, explaining 45.5% of its variation. The ANOVA results ($F = 47.222$, $p = .000$) confirm the model's significance. "Impacts" ($\beta = 0.678$, $p = .000$) strongly influences loyalty, meaning customers who find Flipkart's marketing effective are more likely to stay loyal. However, "familiarity" ($p = .730$) and "Flipkart Plus features" ($p = .827$) are not significant, indicating that awareness alone does not drive loyalty. Flipkart should enhance the perceived impact of its marketing strategies rather than just increasing awareness to improve customer retention.

OBJECTIVE 3: To identify customer preferences regarding product offerings, discounts during Big Billion Days, and benefits from Flipkart Plus in the Madurai region.

Null Hypothesis (H_0): There is no significant difference in customer preferences for product offerings across different income groups in the Madurai region.

Alternative Hypothesis (H_1): There is a significant difference in customer preferences for product offer

	Income	N	Mean	Std. Deviation	F	Sig.
Products offering	20001-30000	43	6.3256	2.11256	3.082	.029
	30001-50000	46	6.3478	1.91157		
	Above 50000	25	7.3200	1.74929		
	Below 20000	60	5.9000	1.97184		
	Total	174	6.3276	1.99758		

INTERPRETATION

The descriptive statistics and ANOVA results ($F = 3.082$, $p = .029$) show a significant difference in customer preferences across income groups in Madurai. Higher-income customers ($\text{₹}50,000+$) rated product offerings and discounts more favorably (mean = 7.32) than lower-income groups ($\text{₹}20,000$, mean = 5.90), indicating that purchasing power influences perception of Flipkart's deals. To maximize customer satisfaction and engagement during Big Billion Days, Flipkart should tailor product offerings and discounts based on income segments.

2. Null Hypothesis (H_0):

There is no significant difference in preferences for discounts during Big Billion Days across different income groups in the Madurai region.

Alternative Hypothesis (H_1):

There is a significant difference in preferences for discounts during Big Billion Days across different income groups in the Madurai region.

	Income	N	Mean	Std. Deviation	F	Sig.
Products offering	20001-30000	43	5.1395	1.88454	2.156	.095
	30001-50000	46	4.2609	1.37331		
	Above 50000	25	4.6000	1.41421		
	Below 20000	60	4.5500	1.77959		
	Total	174	4.6264	1.67732		

INTERPRETATION

The ANOVA results ($F = 2.156$, $p = .095$) show that income level does not significantly impact discount preferences during Big Billion Days in Madurai ($p > 0.05$). Mean preference scores range from 4.26 (₹30,001–₹50,000) to 5.14 (₹20,001–₹30,000), indicating only slight variations. Since differences are not statistically significant, Flipkart's uniform discount strategy appeals effectively across all income segments.

3. Null Hypothesis (H_0): There is no significant difference in customer preferences regarding product offerings during Big Billion Days among the different response groups.

Alternative Hypothesis (H_1): There is a significant difference in customer preferences regarding product offerings during Big Billion Days among the different response groups

	Shopping Behavior	N	Mean	Std. Deviation	F	Sig.
Product offerings	Highly likely	86	6.7442	2.10984	4.617	.004
	Not sure yet	9	4.8889	1.36423		
	Somewhat likely	68	5.8824	1.78325		
	Unlikely	11	7.0000	1.78885		
	Total	174	6.3276	1.99758		

INTERPRETATION

The ANOVA results ($p = 0.004$) indicate significant differences in customer preferences for product offerings during Big Billion Days in Madurai. Highly likely customers have the highest mean score (6.7442), while uncertain customers have the lowest (4.8889). Flipkart should address hesitant customers by enhancing product offerings, leveraging Flipkart Plus benefits, and providing targeted discounts to boost engagement..

4. Null Hypothesis (H_0): There is no significant difference in the mean scores of "discounts of big billion" across the groups.

Alternative Hypothesis (H_1): There is a significant difference in the mean scores of "discounts of big billion" across the groups..

	Shopping Behavior	N	Mean	Std. Deviation	F	Sig.
Discounts big billion days	Highly likely	86	5.0000	1.68034	6.265	.000
	Not sure yet	9	5.7778	1.39443		
	Somewhat likely	68	4.1471	1.55750		
	Unlikely	11	3.7273	1.42063		
	Total	174	4.6264	1.67732		

INTERPRETATION

The ANOVA results ($p = 0.000$) show significant differences in customer preferences for discounts during Big Billion Days in Madurai. Customers who are not sure yet have the highest mean score (5.7778), indicating a positive perception but a need for further incentives. Flipkart should offer personalized discounts and increase awareness to boost engagement and conversions.

FINDINGS

Big Billion Days and Flipkart Plus are well-received, but engaging hesitant customers requires improved offerings and targeted promotions. Discount preferences vary, with uncertain customers showing the highest interest, highlighting the need for personalized incentives. Flipkart Plus benefits need better awareness, especially among those hesitant to use it. Higher-income groups favor offerings and discounts, though income doesn't affect Flipkart Plus preferences. Localized marketing via social media, app notifications, and word-of-mouth effectively drive awareness. Regression analysis confirms that selective marketing strategies significantly impact loyalty, with "perceived impact" as the strongest predictor. Overall, better engagement, targeted discounts, and enhanced Flipkart Plus promotion can improve customer response.

SUGGESTIONS

To enhance engagement in Madurai, Flipkart should focus on region-specific bundles, personalized recommendations, and customer reviews to build trust. Discounts can be improved through tiered pricing, time-limited deals, and bundled offers to boost engagement. Flipkart Plus awareness should be strengthened with targeted campaigns, personalized rewards, and free trials. Digital marketing efforts should include localized Tamil content, regional influencer partnerships, and personalized notifications. To improve customer retention and loyalty, gamification, post-purchase personalized offers, and enhanced customer support should be implemented for long-term satisfaction.

CONCLUSION

The study on customer perception of Flipkart's marketing strategies in Madurai reveals key insights: while Flipkart's initiatives are generally well-received, hesitant customers need more personalized and targeted promotions. Flipkart Plus benefits are recognized, but greater awareness and communication are needed. Digital marketing, especially social media and notifications, effectively raises awareness. Customer loyalty is driven by the perceived impact of marketing, not just familiarity. Income affects product preferences but does not significantly influence discount or Flipkart Plus preferences. To enhance engagement, Flipkart should implement personalized, region-specific promotions and improve customer retention strategies in Madurai.

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